

WE CLAIM:

1. In an online environment, a method of providing a user with a gem assessment, the method including the steps of:
 - receiving a plurality of proportional parameter values from the user relating to the proportions of the gem;
 - obtaining a plurality of aesthetic parameter values based upon the received proportional parameter values; and
 - providing a gem rating based upon the plurality of aesthetic parameter values.
2. Method of claim 1 wherein the parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage, culet percentage and girdle thickness.
3. Method of claim 1 wherein the aesthetic parameters include brilliance, fire, scintillation and diameter spread.
4. Method of claim 3 wherein the aesthetic parameters further include at least one of the following:
 - (i) vertical spread;
 - (ii) table size;
 - (iii) girdle thickness;
 - (iv) culet size;
 - (v) half facets;
 - (vi) symmetry;
 - (vii) polish.
5. Method of claim 1 wherein the gem rating is a numerical value relating to the aesthetic beauty of the gem.

6. Method of claim 1 wherein a description of the gem's visual appearance is also provided based upon the determined aesthetic parameters.

7. Method according to any one of claims 1 to 6 wherein the gem being assessed is a diamond.

8. Computer program product including a computer usable medium having computer readable program code and computer readable system code embodied on said medium for providing a user with a gem assessment, said computer program product further including computer readable code within said computer usable medium for:

receiving a plurality of proportional parameter values from the user relating to the proportions of the gem;

obtaining a plurality of aesthetic parameter values based upon the received proportional parameter values; and

providing a gem rating based upon the plurality of aesthetic parameter values.

9. Computer program product of claim 8 wherein the parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage and a culet percentage.

10. Computer program product of claim 8 wherein the aesthetic parameters include brilliance, fire, scintillation and diameter spread.

11. Computer program product of claim 10 wherein the aesthetic parameters further include at least one of the following:

- (viii) vertical spread;
- (ix) table size;
- (x) girdle thickness;
- (xi) culet size;

- (xii) half facets;
- (xiii) symmetry;
- (xiv) polish.

12. Computer program product of claim 8 wherein the gem rating is a numerical value relating to the aesthetic beauty of the gem.

13. Computer program product of claim 8 further including the step of providing a description of the gem's visual appearance based upon the determined aesthetic parameters.

14. Computer program product according to any one of claims 8 to 13 wherein the gem.

15. Computer program product of claim 8 wherein the gem assessment is provided in an online environment.